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The Victory Way—Michigan Avenue under the spell of peace and victory

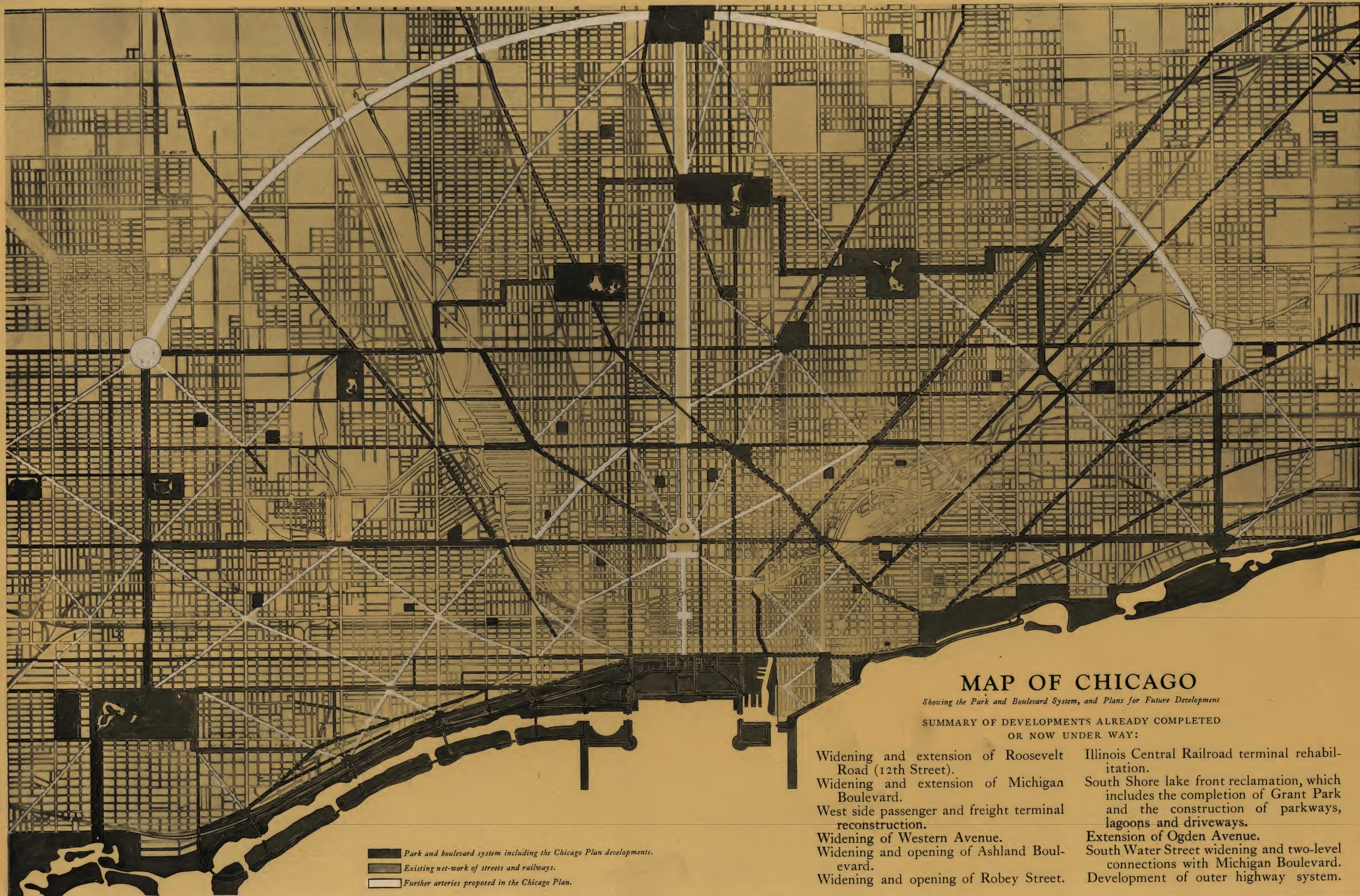
CHICAGO

THE GREAT CENTRAL MARKET

A COLLECTION OF
EDITORIALS AND ILLUSTRATIONS
FROM THE "*FIELD QUALITY NEWS*," A MONTHLY PUBLICATION
ISSUED BY MARSHALL FIELD & COMPANY, WHOLESALE,
TO ITS MERCHANT CUSTOMERS

MARSHALL FIELD & COMPANY

ACKNOWLEDGMENT IS DUE THE CHICAGO PLAN COMMISSION, THE CHICAGO ASSOCIATION OF COMMERCE, AND MANY OTHER ORGANIZATIONS AND INDIVIDUALS INTERESTED IN
THE DEVELOPMENT OF CHICAGO, FOR THEIR GENEROUS ASSISTANCE IN THE PREPARATION OF THESE PAGES



INTRODUCTION

THE city is the superstructure of our social and economic existence; it is our center of thought, culture and action. The many phases of civic welfare are consequently among the most interesting subjects of our day.

During the past few decades not only public officials and public minded citizens have devoted their energy to civic development, but business men and business organizations have given freely their time, enthusiasm and resources to make their cities more beautiful, to foster education and culture, and to make possible attractive and healthful homes for all the inhabitants.

Chicago is the youngest of the world's great cities. In less than a century it has sprung from a frontier trading post to the third largest city in the world. The population in the United States was seventeen million before Chicago was staked out. There is romance in the development of Chicago's vast commerce and there is inspiration in the building of its great industrial power, but of greatest interest is the story of the development of an intense enthusiasm and activity among Chicagoans for making this city more beautiful, more healthful and more orderly.

Chicago grew so rapidly, and Chicago men were so entirely occupied with the building of industry and commerce that there was little opportunity for an orderly, methodical growth in the early days. The result was that the city became a series of segregated, densely populated, poorly connected villages, without adequate highways. Further expansion was throttled by freight yards, tenement districts and manufacturing plants.

The realization of the need for reconstruction and for a complete plan for future development first came to Chicago's merchants and business men. The Merchants' Club and the Commercial Club each took up

the task and found, in Daniel Hudson Burnham, a genius for city planning. They backed his plan with their money and enthusiasm, and merged to work more efficiently. In 1909 their plan was completed and presented to the city as a gift. When, largely through their effort, the Chicago Plan Commission was formed, instead of relinquishing their effort, they provided a headquarters for the Commission and have worked with it ever since.

A plan for the orderly development of a city must be commercially sound, but its appeal should not be merely commercial. The Plan of Chicago rests upon a solid commercial foundation, but the purpose of its projects is to promote happiness, comfort and public health, thus directly enriching in the highest human way every man, woman and child in the city. The accomplishment of this purpose must, of necessity, rest upon commercial prosperity. The commercial supremacy of Chicago is the result of advantageous geographical location, superior transportation facilities, closeness and abundance of natural resources, and wealth of vast surrounding territory. Chicago, the Great Central Market, and center of the nation's population, with more than fifty million people within a night's ride, is the logical trading center of the nation. Its incomparable open stocks of merchandise, its unexcelled manufacturing facilities, and its matchless retail establishments, make their own appeal to the merchants and the traveling public of the country.

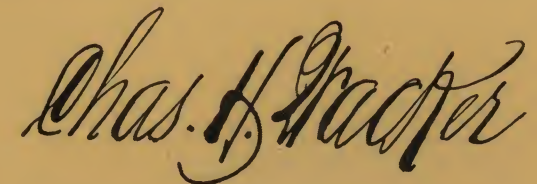
The year 1925 should witness the completion of the most important features of the Chicago Plan. The business district cramped into the iron-bound "loop" will have been expanded into an area three miles square; the net-work of railroad lines will have been disentangled and housed in three great passenger terminals; the lake front will have been reclaimed and converted into parks, lagoons and bathing beaches; and

the sluggish arteries of traffic will have been enlivened by widening. Chicago will vie with Paris in its architectural beauty.

It is apparent that a great share of credit for this accomplishment is due to Chicago business men. Merchants and business men have always been city builders. Their vision and energy are responsible for the industrial and commercial development which gathers people together to work; city structures rest upon the stability of their organizations. Their influence in city life has extended far beyond material development however. They have become possessed with a spirit of pride and devotion to their community; they are foremost in the work for better living conditions; they are eager to publish the advantages and achievements of their larger home—their city.

This book, a collection of the advertisements published by Marshall Field & Company, Wholesale, is typical of this new spirit in great mercantile organizations. Marshall Field & Company has taken a very active part in city welfare, and its executive officers were among those directly responsible for the Chicago Plan and the carrying out of its program.

The significance of the publication of this book by Marshall Field & Company will be appreciated by every merchant and every city builder. It is a manifestation of the merchant's understanding of his responsibility. He is a pillar in the community structure, a factor in the advancement of standards of living, a force for social and cultural development in his city.



Chairman Chicago Plan Commission.



South Water Street, the business district in 1832

Chicago in 1850

State and Washington Streets, 1860

CHICAGO'S STORY

NOWHERE has the story of a city's development from wilderness to world renown been unfolded so rapidly as in Chicago. At the dawn of the nineteenth century our forefathers defended Fort Dearborn against marauding Indians; soon followed the period of pioneer settlement, when prairie schooners, carrying entire households to the new trading post, wore a dusty trail from the Alleghenies; then came the development of agriculture and the rise of commerce on land and water,—all within a half century.

With the election of Lincoln, the city became the center of the nation's patriotism. Men counted in those early days—as they count now—for their fearlessness and perception. A man of these qualities was Cyrus McCormick who, seeing the possibilities of the half-fledged village, made the first step toward establishing here the great farm machinery industries. Such another was William B. Ogden, Chicago's first mayor, who rode throughout the country persuading reluctant farmers to grant the laying of the first flimsy rails of what is now a great railway system.

When Chicago's hopes were shattered by the great fire of '71 men, such as Marshall Field, and many others, pledged their fortunes as proof of their faith in the city's future, and quickly a greater city arose from the ashes.

Not only in commerce and industry but in culture the city entertained the nations of the earth at the World's Columbian the heights there gained, Chicago is embodying in marble her manhood her conception of civic character—the unquenchable

expanded and, in 1893, Exposition. Mounting from vision of beauty, and in Chicago Spirit.



Chicago Court House of the '60s



Fort Dearborn, 1803-1812



A view of the World's Fair of '93



Marshall Field & Company before the fire of '71





The Field Museum of Natural History—Gift of Marshall Field to Chicago



THE FIELD MUSEUM OF NATURAL HISTORY

IN every period of our city's brief but eventful history, someone has appeared to characterize the tendencies of his time—to typify the Chicago Spirit. In the Fort Dearborn period it was John Kinzie; in the twenties, Gurdon Hubbard; in the thirties, "Long John" Wentworth; in the period of railroad and reaper development which came in the forties and fifties, it was William B. Ogden and Cyrus McCormick who expressed most notably the spirit of their time. The Civil War brought many heroes, among whom Logan carried Chicago's standard to the end. With the fire of 1871 and Chicago's resurrection from it, the city became aware of a quiet, commanding personality in its midst, whose operations were to change the business center of Chicago, and do much to make the name of this city known to the ends of the earth.

It was Marshall Field who first taught Chicago to think in terms of the world. He brought rare and beautiful merchandise from far corners of the earth and laid it at the feet of this inland village. He carried the wonderful energy and resource of Chicago into foreign fields and taught the natives of the Old World to manufacture to meet American needs.

When the question arose of a World's Fair to be held in America, Chicago, backed by such men as Marshall Field, dared claim the right to hold it here. The unbroken expanse of Jackson Park with level lawns so lately prairie grounds, was space enough for architects and landscape gardeners to follow their gigantic plans in perfect proportion. The result perhaps never has been equalled in the history of the world. The remains of ancient Rome, the Acropolis at Athens were cramped and crowded in comparison with that majestic White City which arose on new soil, backed by the flashing azure of an inland sea.

Aside from the great physical beauty of the World's Columbian

Exposition of 1893, there was exemplified for the first time in the history of the world's fairs, a scientific order of arrangement. Hitherto these fairs had been mainly for mercantile exchange. Although surrounded with the trappings of amusement, they were markets, and in arrangement, each country guarded jealously its national prerogatives. The Chicago Fair was ordered by subject, and although each country had its headquarters where it could entertain, the main exhibits were gathered into such great classifications as Art, Science, Religion, Manufactures, Transportation, etc., and each with a building to itself.

To this day, the Columbian Exposition is regarded the greatest of all the world's fairs.

The Chicago people, at once idealistic and practical, determined to make permanent the best part of the Fair,—the collections that represented the habits and customs of the peoples of the earth, of the animals, fish, birds, etc.; the ores and precious stones and the flowers and fruits. Housed in the Art Palace they constituted the nucleus of the Columbian Museum.

In 1893, Marshall Field announced his gift of one million dollars for the purposes of the new Museum and as an incentive to others in the giving of lesser amounts.

At the time of his death in 1906, Marshall Field left eight million dollars more for the building and maintenance of a permanent dwelling place of the Museum. The marble temple which now rears its majestic mass on the southern boundary of Chicago's civic center is a direct outgrowth of the Chicago Spirit which made possible the World's Fair.

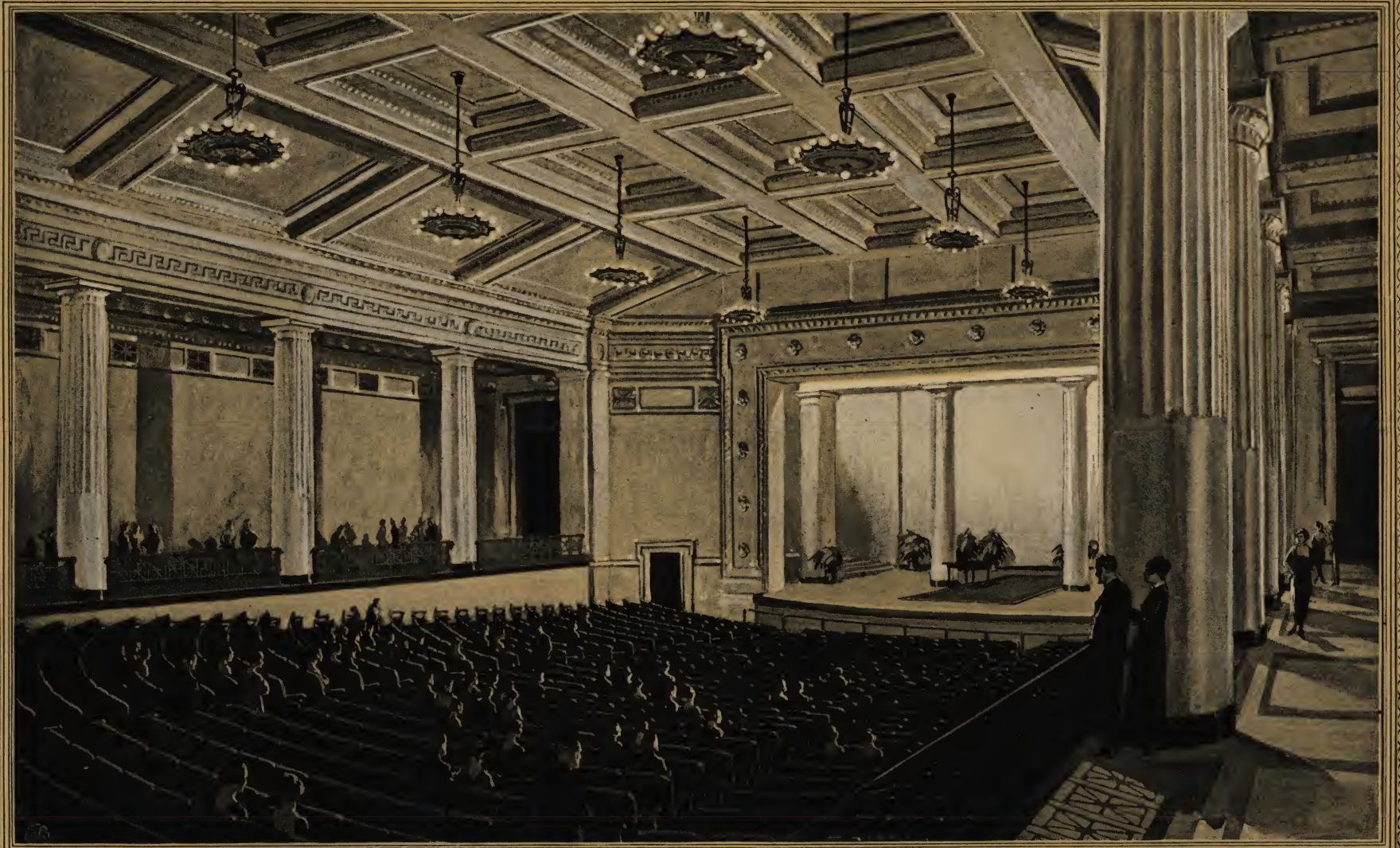
The Field Museum of Natural History is invaluable as a place of relaxation. One cannot enter its serene portals without experiencing a great joy in the beauty of the earth and fullness thereof as there exemplified. From the viewpoint of



the investigator, it is inevitable that important discoveries will result from the presence in the midst of America's most energetic city, of such an avenue for research. The universities of this vicinity are now linked to one of the principal sources of comparative data, and Chicago will thus find opportunity to contribute to the knowledge of our planet. Even business men, engaged in manufacture, may find substitutes for unobtainable supplies, identify raw material, or find inspiration for the color and design of their products through the vast variety of specimens and the courtesy of the corps of curators.

The Field Museum of Natural History combines in interest the art gallery, jeweler's window, costumer's, the bazaar of rare barbaric or Oriental curios, the hunter's trophies of the chase and the collections of travelers into the remote corners of the world. Here are assembled accumulated treasures of all the peoples of the earth. Here are flowers, fruits and trees, preserved or reproduced. Gems that rival those of Solomon's Treasure House abound. Relics recording the civilization of the American Indian fascinate artists and historians. The semi-barbaric life of the Philippines can be studied here as nowhere else. The finest group of African elephants in existence is housed here. North American bird life is shown by the finest specimens. Meteorites from outer spaces are shown in a large collection. Thirty-six feet of a colossal dinosaur startles the imagination, and skeletons of the Great Auk and Labrador Buck, now extinct, provide rare glimpses into the mysteries of natural life of the past.

To millions of Americans the Museum offers the greatest opportunity to gain a conception of the majesty and mystery of the world.



THE JAMES SIMPSON THEATRE

Within the Museum has been built a theatre seating 1,000 people, a gift of appreciation to the memory of Marshall Field by James Simpson, Vice-President of Marshall Field & Company. Planned in harmony with the great marble building of which it is a part, it is considered an architectural gem. It adds to the value of the Museum as an educational force, for here the curators and visiting scientists will lecture, and here scientific organizations will hold their meetings. Equipped with a stage and orchestra stall, it will also be used for recitals and dramatic performances.



Statue of
William Shakespeare
(Lincoln Park)
—by William O. Partridge



Alexander Hamilton
Monument
(Grant Park)
—by Bela Pratt



Fountain of the Great Lakes
(South End of Art Institute)
—by Lorado Taft



Washington Monument
(Washington Park)
—by Daniel C. French

Abraham Lincoln Statue
(Lincoln Park)
—by Augustus Saint-Gaudens



Statue of the Republic
(Jackson Park)
—by Daniel C. French



Grant Park and Michigan Boulevard with the recently erected peristyle in the foreground



Illinois Centennial
Monument
(Logan Square)
—by Evelyn B. Longman



The Logan Monument
(Grant Park)
—by Augustus Saint-Gaudens



The Grant Monument
(Lincoln Park)
—by L. T. Rebisso



"The Signal of Peace"
(Lincoln Park)
—by Cyrus E. Dallin



"The Alarm"
(Lincoln Park)
—by John J. Boyle

GUARDING the open spaces in Chicago's parks and squares are many imposing monuments. In so youthful a city, much of its resources must be spent on works entirely utilitarian; nevertheless, while building, Chicago has strived for beauty and permanency.

"When we build," John Ruskin has written "let us think that we build forever. Let it not be for present delight nor for present use alone. Let it be such work as our descendants will thank us for, and let us think as we lay stone on stone that a time is to come when these stones will be held sacred because our hands have touched them and that men will say as they look upon the labor and wrought substance of them, 'See this our fathers did for us.'"



Students' class in Blackstone Hall, Art Institute



One of the temporary exhibits for which the Art Institute is famed



The Henry Field Memorial Room



An exhibit of oil paintings by American artists



A French exhibit of paintings and sculpture



The replica of the facade of the Abbey of Charlieu



A view of Michigan Boulevard, the west facade of the Art Institute



An elementary class in the School of Art



Antiquarian's Reception Gallery



A temporary exhibit of painting and sculpture



A view of one of the recent American exhibits



"The Sower" in bronze, by Albin Polasek

ON the barren sand-swept shore of Lake Michigan has risen in a century a city, proud of its culture, whose spirit is visualized in its monuments, and whose children are taught to seek beauty and to create it.

The Art Institute is far reaching in its influence. Each year three thousand students from many nations enroll to study art within its walls. There you and your children may study—under the inspiration of masterpieces, ancient and modern, and under the guidance of masters of international renown.

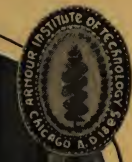
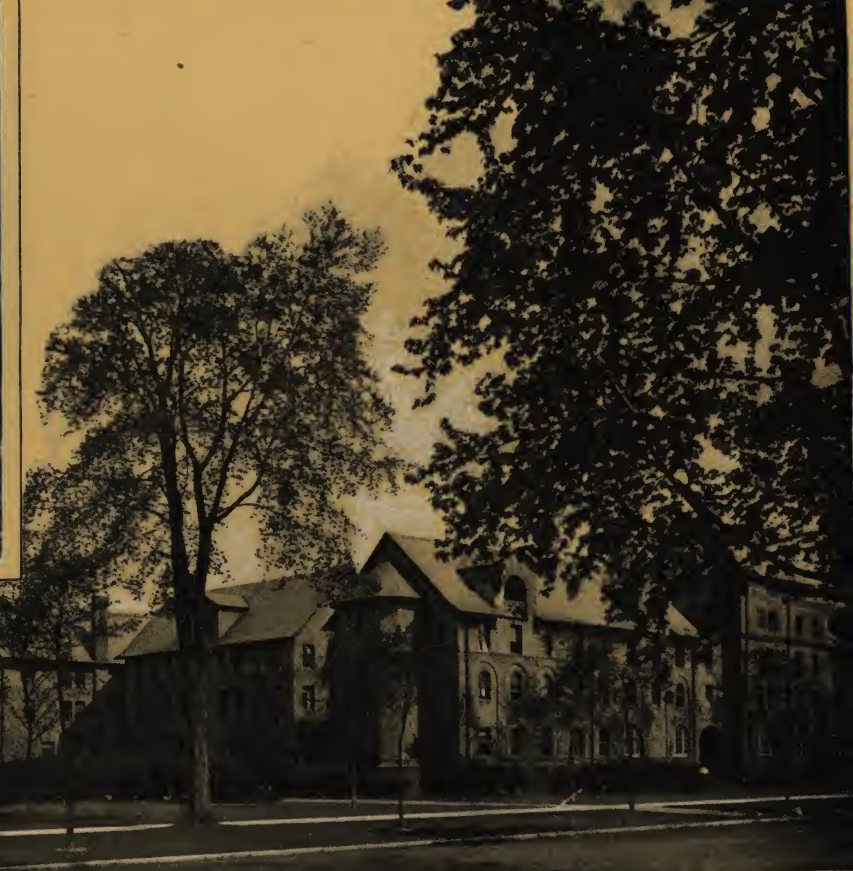
(The lions which flank the steps of the Art Institute were sculptured by Edward Kemeys.)



Views of the University of Chicago



Northwestern University Buildings



Armour Institute of Technology



Views of Lake Forest University



One of the Loyola University Group



De Paul University

UNIVERSITY CENTER OF THE WEST

THE lamp of wisdom, held high by Chicago's universities, sheds light on the countless specialized activities of municipal life and the complex problems of modern civilization. Oriented from the transient prejudices of a period, yet keenly observant of current tendencies, these great institutions are powerful

stabilizing forces for the country.

Chicago is the seat of learning for the Mississippi Valley, and throughout the world are graduates of her universities. Here your children can be developed to their fullest capabilities in their chosen field.



Carter Harrison Technical School



Englewood High School



*Alexander Bell
Public School*

A WINDOW IN OUR CITY STRUCTURE

LIKE a window in our city structure, the Chicago Public School system lets in the light to 350,000 children now enrolled. In the twenty-one high schools and nearly 300 elementary schools are trained to citizenship those in whose hands the future of the city lies.

Chicago has provided for its school children as have but few great cities. In each neighborhood high school, a two-year junior college course may be completed. There are few schools without completely equipped gymnasiums, manual training departments, and assembly halls. There are enormous technical schools equipped to instruct in engineering and mechanics.

By means of museum and laboratory loan collections, the basic facts of Science are taught, and by lectures and recitals, is awakened an interest in the Arts.

The beauty and completeness of Chicago's public schools and the inspiration which may be found therein, will one day be reflected in the work of the children now studying, when the responsibility of citizenship is theirs.



*Kelwyn Park
School Assembly
Hall*



*Carter
Harrison
School
Woodworking
Shop*



Rezin Orr Public School





*A Group of Science Buildings,
University of Chicago*



*Proposed State Hospital Group
for Research and Education*



*Yerkes
Observatory*



Rush Medical College

SCIENTIFIC RESEARCH IN CHICAGO

RICH in institutions of learning, it is a natural consequence that Chicago should rank high in the advancement of science and in the application of scientific research to current industrial and social problems.

Not many decades ago the scientist—tinker, conjurer—was derided as a humbug and a menace because he urged change from the established order. Today he is a leading factor in advancement; the world of commerce and industry look to him for guidance.

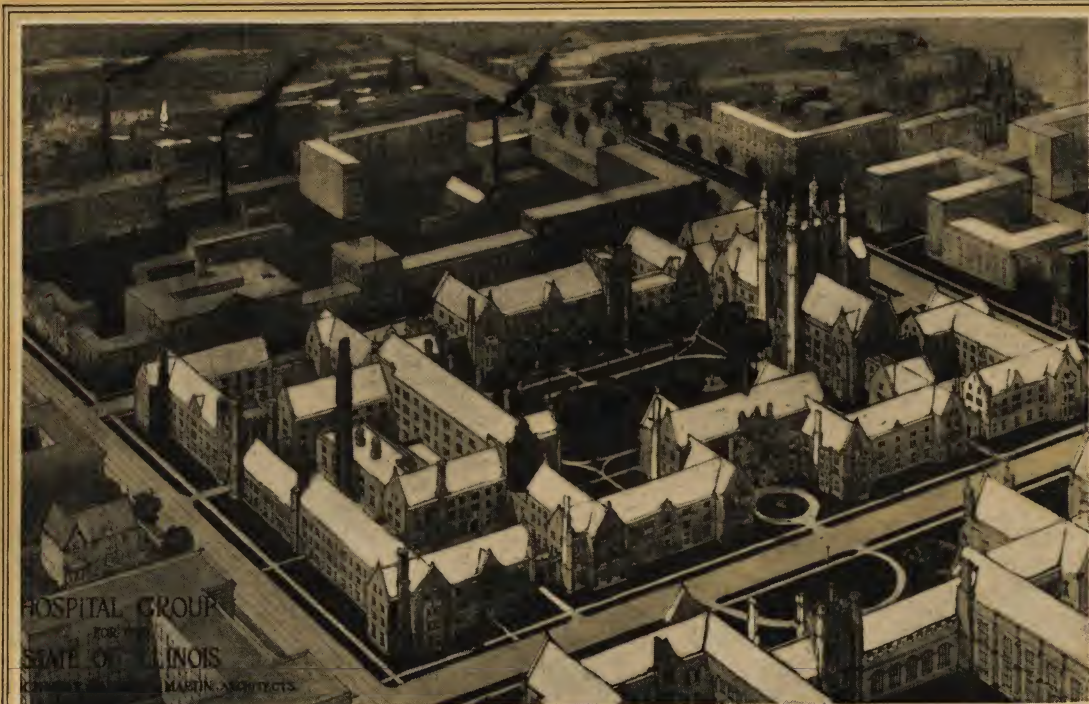
During the war the scientist was one of the mainstays of our army and navy. He linked the laws of mathematics with heavy artillery fire and discovered how its distance and effectiveness might be increased by changing the shape of the shell. With the assistance of physics he invented the range finder. Both were contributions of Chicago men. Another Chicagoan recently devised the composition of synthetic dyes.

At Chicago's seven universities are graduate schools in all important branches of science: medicine, dentistry, geology, chemistry, zoology, botany, etc. Beside the great laboratories and class rooms already existing, the University of Illinois and the Northwestern University have adopted plans for new groups for the graduate schools.

Chicago leads America as a center of medical science. Here are scores of physicians and surgeons with international reputations. Here are graduated more medical students than at any other city in the country.



*Plans for the New Northwestern
Graduate Schools Group*



*HOSPITAL GROUP
FOR THE
STATE OF ILLINOIS
KENNEDY & MARTIN ARCHTTS.*





*The New
Legler Branch
Library*



The Chicago Public Library and the John Crerar Library Building



*The Chicago
Historical Society*



Blackstone Branch of the Public Library



The Newberry Library

CHICAGO'S LIBRARIES

LIBRARIES are fundamental to a city's advancement. On their record of the past a large part of the wisdom of the present generation is founded; they provide inspiration, knowledge and stability for the future development of mankind. No vital research can be made, no broad culture attained without recourse to libraries.

Within a generation Chicago has gathered such resources for study that it has become a Mecca for authors and scholars, equal to many old world cultural centers in the advancement of Science and the Arts.

The Chicago Public Library is the largest in America with the exception of that of New York, and in proportion to population contains a half million more books. Through two score branches it reaches into every section of the city; it contains nine hundred thousand volumes; its annual circulation exceeds 7,500,000.

There are great privately endowed libraries in the city accessible to the public. The John Crerar Library is the great reference collection in Science; the Newberry Library in Language and Literature, with distinguished Americana; the Chicago Historical Society in all that pertains to the Mississippi Valley region; the Harper Memorial Library at the University of Chicago is rich in Philology, Theology, Economics and Belles Lettres.

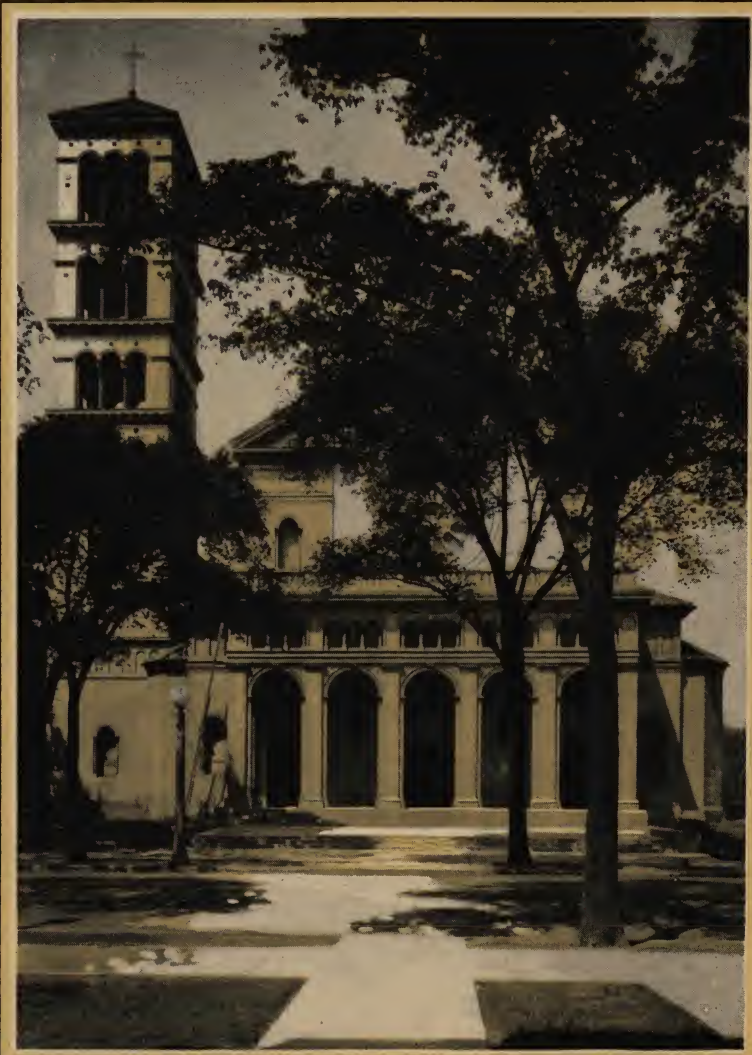
Chicago libraries are as eager to expand their circulations as their collections, and are cordial in their welcome to students and visitors.



*Ryerson Library in the
Art Institute*



Harper Memorial Library, University of Chicago



Fourth Presbyterian Church

Fourth Church of Christ, Scientist

St. Mary's of the Lake, Catholic

The New First Congregational Church



First Baptist Church



Broadway Methodist Church



Sinai Temple, Jewish



Church of the Atonement, Episcopal

CHICAGO'S CHURCHES

THE church is, perhaps, the greatest force in a community for the advancement of morality, neighborliness and culture. Within it, all meet in equality and with a common purpose and understanding.

Chicago has 1500 churches representing every important sect and religion. Her theological seminaries include the Chicago Theological Institute, the McCormick Theological Seminary and the University of Chicago Divinity School. Many of the most famous theologians, clergymen, and authors of religious works in America reside in Chicago.

A unique feature of the city's church world is the Sunday Evening Club, which provides a Sunday evening service for travellers unfamiliar with Chicago. For its meetings in Orchestra Hall, are drawn many gifted speakers of Europe and America.



*The Pavilion at
Ravinia Park*



*The Patten
Gymnasium,
Evanston*



*An Outdoor
Band Concert*



The Chicago Grand Opera



*The Chicago
Symphony Orchestra*

MUSIC

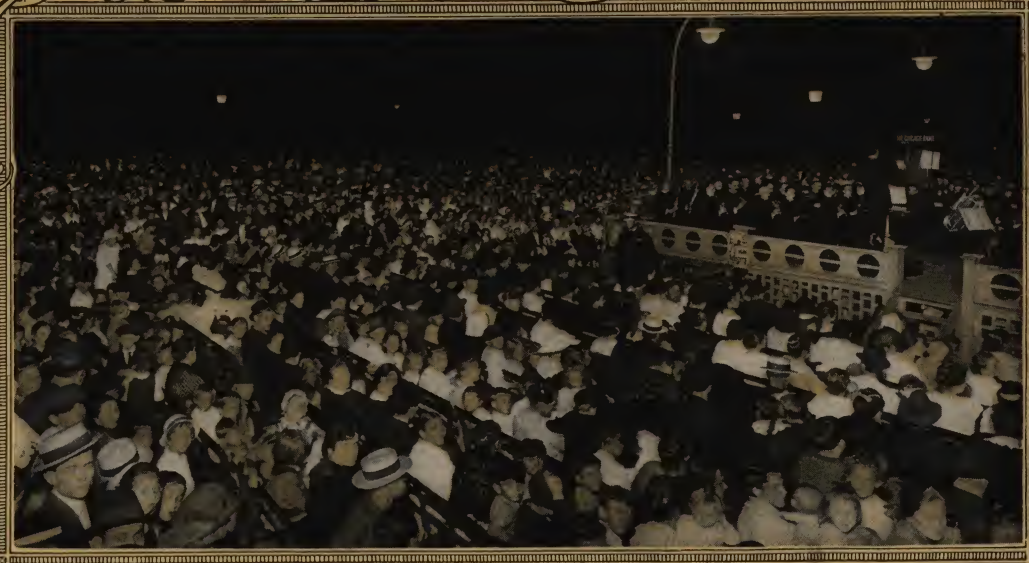
FEW criteria of a city's culture are as reliable as its musical development. Musical organizations are the outgrowth of a community's spirit and cannot exist, however richly endowed, without the enthusiasm of great audiences.

Chicago has brought fame to new productions and raised obscure talent to universal acknowledgment. Under the leadership of the late Cleofonte Campinini, the Chicago Opera rose to a prominence comparable to that of the long established operas of Europe. The Chicago Symphony Orchestra, first led by the inspired baton of Theodore Thomas, and since 1905 by Frederick Stock, stands central in the city's affections.

For out-of-door operas and concerts in Ravinia Park and for the North Shore Musical Festival in the Patten gymnasium, the world's greatest singers and instrumentalists are engaged. Many organizations, such as the Apollo Club—Chicago's pioneer vocal society—the Mendelssohn Club, and the Marshall Field & Company Choral Society, add to the fame of the city. Chicago offers extraordinary opportunities for a musical education.



*The Marshall
Field & Company
Choral Society*



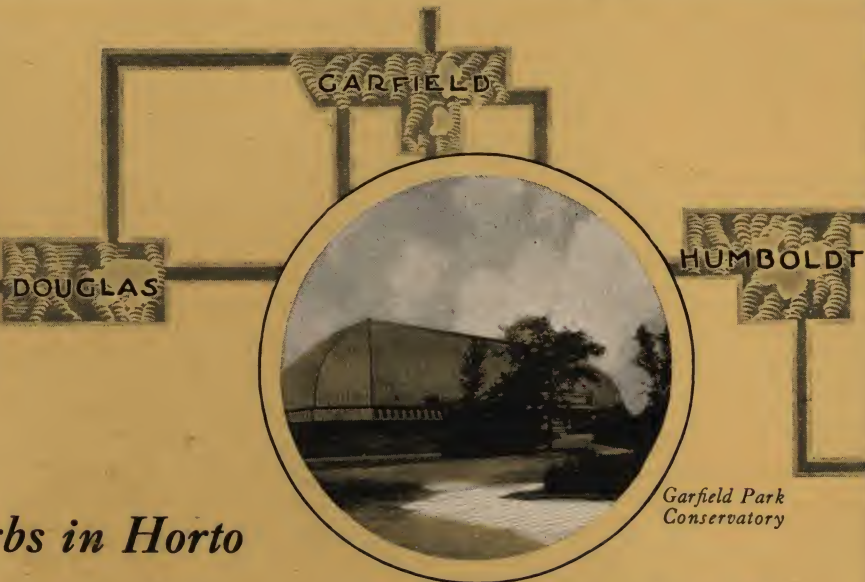
*A "Pop" Concert
by the
Chicago Band*



Midway Plaisance, with the library of the University of Chicago at the left



Douglas Park



Garfield Park Conservatory



Humboldt Park



Washington Park

WHEN early settlers termed Chicago "The City Set in a Garden," they considered only the magnificence of surrounding woodland and prairie. In recent years, however, the phrase has assumed greater significance, for on four sides and within the city's limits has been developed a park and boulevard system comparable to any in its beauty and variety.

Four thousand acres of parks and hundreds of miles of broad boulevard grace this city of commerce and industry. There are formal terraces with fountains, statuary and beds of cultured flowers. There are secluded spots where willows bend over shady ponds, silent except perhaps for the croaking of frogs perched on lily pads. There are winding equestrian paths and grassy fields for sports.

In Lincoln Park there is the famous Zoological Garden; in Garfield Park, America's largest conservatory, world-famed for its orchids. Along the boulevards one may enjoy the brilliant kaleidoscope of city life passing through residential districts and teaming commercial centers. There are thirty miles of driveway beside the sparkling waters of the lake, with a broad horizon animated by long piers where passenger steamers and pleasure craft dock, and yacht harbors, picturesque with their forests of masts and sails.

Commerce alone cannot build a great city; there must also be opportunity for the fullest expression of joyous, healthful life. Chicago, richly endowed by nature, is rapidly becoming one of the most inviting homes in the world.

CHICAGO—*Urbs in Horto*



Jackson Park Driveway and Refectory



Lincoln Park—Lagoon and Outer Driveway



Grand Opera in the Auditorium

WINTER ATTRACTIONS

SKATING, skiing, tobogganing—there is joyous sport for children and grown-ups during Chicago's Winter season, when ponds are frozen and the parks are clothed in snow.

Winter, too, is season of dancing, of music and social gatherings; and the city's hospitality, its gay hotels, its cafés and theatres beckon pleasure seekers. Already eight theatres are gathered within four blocks on Randolph Street—Chicago's Rialto—and soon two more are to be added for the followers of Thespis.



*A Scene
Typical of
Chicago's Parks*



Randolph Street, Chicago's Rialto, on a Winter's Night

CHICAGO IN SUMMERTIME

A CITY'S wealth is revealed during the hours of recreation, in the garden spots consecrated to play.

In ancient times a borough's greatness consisted in the palaces and parklands of its patricians, and in the deep moats which guarded private treasure. The clustered hovels of its toilers shadowed narrow streets where children played.

With an advancing civilization has come a newer conception of civic worth. There must be guarantees for the happiness of humbler inhabitants; a city may be condemned for its slums while another, perhaps of lesser material wealth, is acclaimed for its manifold opportunities for public enjoyment.

No city in the world has provided more lavishly than Chicago for outdoor recreation. Its one hundred and forty-three playgrounds are studied by city builders of many countries. In summer, easily accessible to every dwelling, are grassy parklands where children may play. In the larger parks many thousands are at invigorating sports every sunny day—baseball, golf, tennis and the numerous other athletic contests.

Three great lagoons provide for sheltered aquatic sports, and the long stretch of lake front is dotted with bathing beaches and yacht harbors.

More and more this great metropolis is famed, not alone for its commerce and industry, but as a dwelling place, where lives are expanded to their broadest capacity for enjoyment and accomplishment.

*The White Sox
Ball Park*



*Typical of the many Public
Tennis Courts*



Lincoln Park Lagoon



*Clarendon Bathing
Beach*



Lincoln Park Refectory



*Entrance to
Jackson Park
Yacht Harbor*

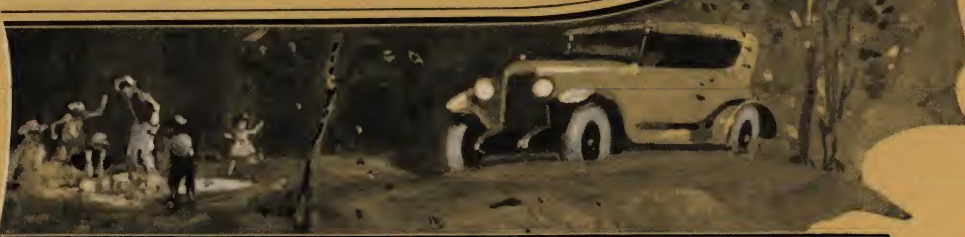


*Rogers Park
Playground*

*Jackson Park
Golf Links*



W.F. WETTERSTEIN



FOREST PRESERVES SURROUNDING CHICAGO

FOR those whose feet are weary of crowded pavements and whose eyes are clouded with the endless vision of buildings and throngs, there are the peace and solitude of virgin forests whose trails are as soft and grass-grown as when, centuries ago, the Potawatamies and Chippewas trod them in search of game. North, South and West, within an hour's ride of Chicago, 15,000 acres of forest preserve have recently

been acquired, and a purchase of an additional 6,000 acres now is planned. Within these shady woodlands of maple, oak and elm, succeeding generations will find a vast playground and a laboratory for the study of nature. Connecting these tracts and leading into them from the city are broad boulevards which follow river banks and wind over undulating plains beside meadows and farm lands.



Adopted Plan for the Improvement of the South Shore—from a drawing by Jules Guerin

THE CHICAGO PLAN

IN 1908 a complete city plan, conceived by Daniel Hudson Burnham and worked out under the direction of the Commercial Club of Chicago, was presented to this city. Burnham, working with the close co-operation of other architects and city builders, planned primarily to unify Chicago.

"Make no little plans," he told us. "They have no magic to stir men's blood and probably themselves will not be realized. Make big plans, aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with growing intensity. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be 'order' and your beacon 'beauty.'"

He conceived long stretches of thoroughfares and boulevards to connect the many sections of the city, relieving congestion and expediting travel. He suggested practical methods of organizing the railroads leading into the city, diverting their course from the business centers and reducing the number of passenger terminals. To make for a healthy municipality he planned great pleasure grounds, bathing beaches and lagoons providing recreation for millions. He drafted plans for public buildings and parks which will draw sight-seers from all parts of the earth.

The accomplishment of many of the most important features of the Chicago Plan is testimony that his inspiring words have been kept in the foreground of the city's consciousness.



Showing the recent extension of Michigan Boulevard north of the Chicago River

THE CHICAGO PLAN

The North Michigan Boulevard Development

THE year 1920 has been a period of jubilation for Chicago, for the dream of her builders is materializing; the epoch of planning and legislating is past and the period of realization is at hand.

Already many magnificent features of the new city are completed, and on every side construction is in progress.

Foremost among the improvements recently completed is the North Michigan Boulevard Extension, which was formally opened to traffic during 1920, by the Honorable William Hale Thompson, Mayor of Chicago.

Michigan Boulevard, already Chicago's most famous thoroughfare, and destined to carry the heaviest traffic of any street in the world, was formerly only sixty-six feet wide from Randolph Street to the Chicago River, where it ended. North of the river, Pine Street, equally narrow, connected with Lake Shore Drive nearly a mile beyond. This dingy, congested passageway over the river was a menace to north-bound traffic and prevented the normal development of the city beyond the river.

By moving back and tearing down obstructing buildings, the narrow stretch of Michigan Avenue has been widened to one hundred and thirty feet. North of the river, Pine Street, now a part of Michigan Avenue, has been rebuilt to a width of one hundred and forty-six feet.

The two-level bascule bridge, illustrated below, was designed by Edward H. Bennett, consulting architect of the Chicago Plan Commission, and was built to replace Rush Street bridge. It is over two

hundred feet long and ninety feet wide, the first of its kind in America. At each end are great plazas, where traffic may gather when the bridge is opened.

Heavy traffic from the city will be directed to the lower levels of South Water Street and Michigan Avenue, and ascend by gradual approach north of the river.

This great improvement in conditions will result in a natural intensive development of the North Side. Already the value of properties bordering on the widened Boulevard have increased twelve million dollars, nearly as much as the cost of the improvement, and on adjacent streets values have risen proportionally.

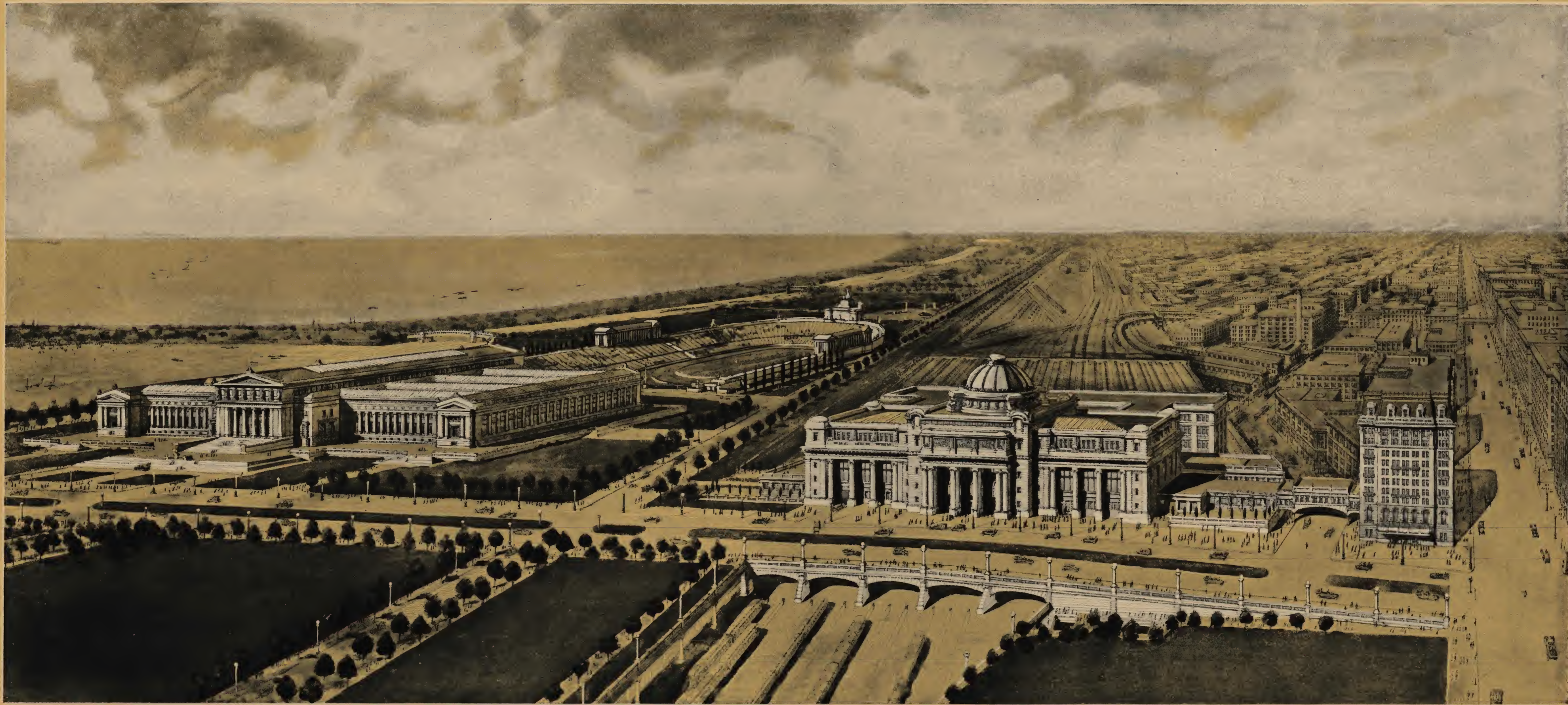
The locality is being largely rebuilt and will soon become integral with the heart of the city, enlarging the shopping and business district proportionately to Chicago's rapidly increasing population.

Chicago's most brilliant avenue, potentially the greatest street in the world, will soon have another mile of palatial hotels, metropolitan shops, high office buildings and theatres. Already over a score of new structures are being raised along the widened boulevard; and their builders are co-operating with the Chicago Plan Commission to keep the architecture harmonious and the avenue beautiful.

Linked with wide avenues stretching over forty-five miles along the shore of the lake, the time is not far distant when Michigan Boulevard will become as world renowned as the Champs Elysées, Rotten Row, Unter den Linden and Fifth Avenue for architectural grandeur, metropolitan interest and scenic beauty.



A lateral view of the new two-level bascule bridge



The East Twelfth Street (Roosevelt Road) Extension, the New Field Museum and the Proposed Illinois Central Terminal

THE CHICAGO PLAN

CHICAGO'S growth from a township of less than 30,000 to the third largest metropolis of the world during the lifetime of many living citizens, forms the most dramatic story in municipal history of all time. Before there was a white man's habitation west of the Alleghenies, de LaSalle, standing on the shore of Lake Michigan, prophesied that here one day would rise the center of commerce of a nation—the gate to a vast empire of the West. Because of her geographical position Chicago's power was predestined—and foretold.

The citizens of Chicago are proud of her size and commercial wealth, but they are also ambitious to develop a city second to none for grandeur, beauty and orderliness. Those who built Chicago's mammoth industries gave their energy and ability to the conception and accomplishment of the World's Fair in 1893, which

gathered here the great cultural achievements of the world. The Fair was an awakening. From it grew the inspiration and plan of a greater city. After years of study and organization the Commercial Club of Chicago gave to the city a completely developed plan conceived by a great practical dreamer, Daniel Hudson Burnham, architect of the World's Fair.

Surmounting great obstacles, giving freely their time, energy and money, the public-spirited men of Chicago, backed by an enthusiastic citizenry, are making Burnham's dream an actuality. The first great step was the improvement of Twelfth Street, renamed Roosevelt Road, one of the principal east and west thoroughfares, stretching into a Ghetto district west of the Chicago River.

For miles buildings were torn down or moved back to widen the street from sixty-six feet to one of one hundred and eight feet. It

now stretches straight from Michigan Avenue west—over a half mile steel and concrete railroad viaduct—to forest preserves beyond the city limits.

The proposed extension of Roosevelt Road east of Michigan Avenue is shown in the illustration above. The City Council and the Illinois Central Railroad have ratified the plan to tear down the present Illinois Central Station and to replace it by a magnificent passenger terminal facing the extension. Construction soon will begin.

At the left of the illustration is the Field Museum of Natural History, erected on ground reclaimed from the lake—a commanding sight from Grant Park and Michigan Avenue and from the stretches of driveway, lagoon and parkland which are planned to be built along the lake's edge from Grant Park to Jackson Park.



The Great Stadium on a New Lake Front

THE CHICAGO PLAN

CHICAGO is undertaking a series of lake front improvements which will completely change the aspect of the shore line and add to the city's grandeur to an extent now difficult to visualize. These improvements involve the creation of a magnificent park system extending from the Chicago River to Jackson Park, six miles southward, and provide an unbroken stretch of public buildings, athletic fields, lagoons, bathing beaches, formal gardens and driveways.

In the foreground of the illustration above is the approved plan for a great municipal stadium to be built during the next three years on ground reclaimed from the lake. Here, south of the Field Museum of Natural History, and only a ten-minute walk from the "Loop," will be held Olympic games, national and interscholastic contests,

great military and civic parades, and pageants and spectacles for a hundred thousand to witness.

The great concrete structure will enclose a field 1,000 feet long and 300 feet wide. It will have a seating capacity of 60,000 and space will be provided for 40,000 temporary additional seats, a total of 100,000. Within the stadium are spacious recreation rooms, dressing rooms, offices and reception halls.

Grant Park, front yard to Chicago's business center, will soon be completed. Hundreds of trees are to be planted, athletic fields and playgrounds constructed and new monuments erected. Beyond lies an extensive yacht harbor protected by a breakwater three miles from the shore line. South of the museum, thousands from the tall

office buildings of the "Loop" may spend a noon hour bathing at the first of a series of beaches planned for the South Shore. A great aquarium will be built near it, and will conform in architecture to the Stadium and Field Museum.

In 1924, when the first two miles of shore line will have been rebuilt, Chicago will have perhaps the finest, most accessible and most extensive public grounds on the edge of her business area of any city in the world,—certainly of any inland city. The windows of office buildings will command a view of this garden land, and, by stepping across Michigan Avenue, confusion and excitement may be left behind and opportunity found for relaxation and outdoor recreation midst a wealth of scenic and architectural beauty.



The Union Station, Post Office and Chicago & Northwestern Railway Station Group

THE CHICAGO PLAN

PROPER control of commerce is one of the most important elements in city planning. Without scientifically organized channels of traffic, without modern media of transportation and without carefully studied systems of traffic regulation, future growth of our great industrial centers would be accompanied with disaster.

In 1812, little more than a century ago, Chicago was in possession of a band of marauding Indians. Today it is the commercial center of America. One hundred thousand miles of railroad lead into it from all parts of the country, bringing shipments to a hundred freight yards, into three hundred receiving stations.

Chicago is daily served by 1339 passenger trains, carrying 192,000 people. Chicago is the hub around which revolves a large per cent

of the country's mail business. Chicago is the great clearing house for grain, live stock, lumber and general merchandise.

The city has grown so rapidly that only by great administrative forethought are its daily traffic problems solved. One-third of the central area of Chicago is railroad land, blocking street traffic and obstructing the normal growth of the business section. To conceive a satisfactory plan for reorganizing these commercial sections has required genius; and to win the fights for its accomplishment has taken untiring enthusiasm. The problems have been solved; the reconstruction work is already begun, and—with all her commerce—Chicago bids fair to become one of the world's best organized and most beautiful cities.

Foundations for a magnificent Union Station are now being

laid. Sixty million dollars will be spent for this and the great freight terminals to the south. Concrete and steel viaducts, dock walls for the Chicago river and two traffic levels for Canal street are all included in the plan. The passenger terminal, housing trains of both North and South approach, provides 21 tracks. Above the train sheds will rise a monumental structure bounded on four sides by a colonnade and crowned by a lofty waiting room.

The new post office is to be erected between the Union Station and the Chicago & Northwestern Station, already completed, which together handle over sixty percent of Chicago's mail. The building is planned to cover two square blocks, large enough to care for the city's postal growth for fifty years.



The Lake Front Plan with the New Municipal Pier in the Foreground

THE CHICAGO PLAN

CHICAGO'S greatest natural possession is its water front, primarily because it has made possible the construction of a harbor and permitted the development of an enormous lake commerce; also because it affords an opportunity for the development of magnificent driveways, bathing beaches and lagoons, probably unequalled by any other inland city.

To beautify the shore line and to increase its usefulness for recreation has been a primary object of the Chicago Plan since its inception. The city proposes to build beyond its present water front a chain of islands stretching from the central harbor to Jackson Park six miles to the south. Across the islands, spanned by numerous stately bridges, will extend an outer driveway with an unrestricted view of Lake Michigan. The enclosed lagoon will provide facilities for rowing regattas, yachting, motor boating, bathing and every form of aquatic sport. The outer islands and the parkland surrounding the lagoon will become a majestic pleasure garden, with

picnic grounds, ball parks, tennis courts and shady woodland. South of the New Field Museum an open air stadium will be built with a seating capacity of 100,000, making it possible to hold the International Olympic games in Chicago, and affording facilities for conventions, pageants and athletic contests which will greatly surpass those of any existing meeting place.

The Chicago Plan Commission, of which Charles H. Wacker is chairman and the late Mr. Walter D. Moody until 1920 was managing director, labored untiringly for many years for the ratification of this great plan. Federal approval has been granted and actual construction has begun. Since the 1,200 acres to be reclaimed from the lake will be formed from Chicago's waste products, the undertaking will cost taxpayers nothing and add to the city land of an estimated value of \$46,000,000. While this plan has been under discussion 200 acres have been added to the shore line north of Lincoln Park, and an enormous bathing beach and yacht harbor constructed there.

The Municipal Pier, shown in the foreground above, has been built as part of the shore line project, just North of the Chicago River, the vortex of the city's shipping industry. It is nearly 300 feet wide and extends three-quarters of a mile into the lake. It has been estimated that 100,000 people can congregate on the pier to enjoy the fresh lake breeze and to find recreation. There are concert and dance halls, playrooms, restrooms and restaurants, and an auditorium seating 4,000. On the upper level street cars discharge excursionists at the gangplanks of lake boats. Below teams haul freight cargoes to steamers tied at the pier.

Chicago has realized the value of Lake Michigan in planning a magnificent city. She is taking full advantage of her opportunity.

At a time, not far distant, the city will be bounded on the East by parklands and pleasure gardens unrivalled. Then multitudes can enjoy to the fullest the beautiful expanse of water beyond.



The South Water Street Improvement

THE CHICAGO PLAN

SOUTH Water Street, which parallels the south bank of the Chicago river and forms the northern boundary of Chicago's central business district, is undergoing an amazing transformation.

For over three score years it has been the home of the city's wholesale produce business, second largest in America. Drays, trucks and grocers' carts monopolize this most important thoroughfare and seriously retard traffic to the "Loop." The cobbled pavement is narrow and uneven; unsightly warehouses stand between it and the river, eighty feet away. The street, though teeming with activity, has remained an outworn remnant of nineteenth century Chicago, blocking modern municipal progress.

Within a short time only a memory of the noisy, confusing grocery market will remain. The plan to make South Water Street a great two-level East and West thoroughfare has been ratified; money for the undertaking has been provided, and the work of reconstruction already has been begun. The upper level of the new street will

terminate upon the broad plaza at the south end of the new Michigan Avenue bridge. This light traffic driveway, skirting the river's edge for a half mile, will be one hundred and ten feet in width. To the North it will be separated from the river by a massive granite balustrade. Mammoth office buildings will border it on the South. Accommodating pedestrians and light vehicles, this upper level will form one of the interesting promenades of the city, from which the constantly changing spectacle of river commerce can be viewed.

A brightly lighted lower level, one hundred and thirty-five feet wide, will provide a commodious and finely paved traffic way, connecting with the lower level of the Michigan Avenue bridge. It will permit a tremendous volume of traffic to flow, unhindered by cross currents, between the West Side industrial zone and the lake-front warehouses and railway terminals. Adjacent to this underground street a dockway is planned, permitting lake boats to be unloaded for blocks along the river. Railroad tracks on this level

will care for crosstown shipments hitherto hauled by drays. Remaining sub-level space will be utilized for parking automobiles, which will further clear the streets in the business district.

A series of graceful bascule bridges is being constructed to replace the condemned center pier bridges that throttle river commerce. The Franklin-Orleans bridge was recently completed; a new Wells Street bridge is under construction, and plans have been adopted for new bridges at La Salle and at Clark Streets. The bridges are designed to conform architecturally, and will add to the magnificence of the river. These improvements are Chicago's first steps to make the banks of its river useful and profitable. Ultimately the city hopes to widen Market Street to the South Branch of the Chicago river. This will complete a great promenade, encircling three sides of the business district, following Grant Park and Lake Michigan to the East, and coursing the river banks to the North and the West.



*The Wholesale District,
Market and Jackson Streets*



*Marshall Field
& Company
Wholesale House
at dusk, as seen
from the corner
of Adams and
Wells Streets*



*The corner of Washington and State Streets, showing the
Marshall Field & Company Retail Store*



*A view
from an office
building near
Washington and
State Streets*

THE "LOOP"

PYGMY in size, giant in power, amazing in its compact magnitude, is the "Loop"—Chicago's business section. Here, where cows grazed ninety years ago hemmed in by a snake-rail fence, there are today one hundred and sixty-three skyscrapers—hemmed in by a band of steel. Here what was then the boggy backfield of Fort Dearborn, is today a quarter-mile area in which, every twenty-four hours, may be counted 300,000 workers, 20,000 street cars, 150,000 vehicles and a pedestrian population of 1,000,000. Here, bound up in the clustered portions of nineteen streets, are gathered the main offices of businesses serving the richest empire of production in the world. Here is a single block of ground worth \$12,000,000.

Chicago's "Loop" district, the area within the converging circuit of the elevated railway system, is more famous perhaps than any other spot on the globe. A pinpoint in size compared with the area of its influence, this seething caldron of commerce, traffic and humanity is caught up within one-eighth hundredth part of the area of the city. In it are the dynamos of finance, commerce and industry that help to direct the activities of middle-west America. The business enterprises represented help to feed, clothe and shelter the people of both eastern and western hemispheres.

Pictured on this page are some of the streets with their busy movement of life. Many of them bear the names of presidents or of

figures of history identified with the Northwest: Washington, Madison, Monroe, Adams, Quincy, Jackson and Van Buren are named after our early presidents. Clark street commemorates George Rogers Clark, conqueror of Kaskaskia; Wells street recalls Captain William Wells, hero of the Fort Dearborn massacre; La Salle street is a tribute to the memory of the great French explorer, first white man to see Lake Michigan.

Each street has its individual characteristics in the scheme of the whole: State street is a world famous shopping center; nowhere can one "window shop" with greater delight, nowhere is window decoration regarded more as an art; La Salle street is an internationally important financial street; Randolph street is the Mecca of theater lovers west of New York; Wells street is the center of the wholesale merchandising district. At the intersection of State and Madison is the busiest street crossing in the world. Northward a few blocks is a bridge more traveled than the famed London Bridge.

Nowhere else is there an equal-sized community containing such a busy cosmopolitan life, so many thriving businesses, such financial activity, such an array of institutions of power, character and culture—and such promise of future greatness—as Chicago's "Loop." The Latin *multum in parvo*, much in little, can nowhere better be applied.

COMMERCE AND INDUSTRY

WESTWARD has been the trend of commerce and industry throughout the ages, following the course of empire and the development of transportation. Supremacy first rested with Asia Minor and its camel caravans; then with Western Europe and the hardy maritime race following Columbus. Then it leaped the Atlantic to America, beckoned by a new and mighty combination of ocean and rail transportation. Here a world supplying commerce and industry has sprung up.

Center of these giant, growing American activities—created by them in fact—is Chicago. Chicago holds the keystone commercial position of America. It is at the headway of the Great Lakes; at the entrance to the Mississippi Valley; it is the meeting point of east and west traffic. Besides the vast commerce thus directed through her gates, Chicago, almost exclusively, is merchant and trader for the five Northwest States—Illinois, Indiana, Iowa, Michigan and Wisconsin—whose natural resources are one-fourth the nation's wealth.

Chicago is the home of heavy manufacturing; she produces meat and the necessities of life by the train-load—but the story of her industrial prominence is told best in her well-balanced wealth of raw materials, labor, industrial sites, and power, together with her unequalled marketing and transportation facilities. No more diversified, richer, stronger combination of these essentials can be found anywhere. Health, educational and municipal advantages are added to these—an amazing array to the man of business.

Although nature predestined Chicago's commercial and industrial future, the city owes a debt of gratitude to her keen-visioned business men for the rapid development of her great natural possibilities—for making her "the seat of empire and the gate of commerce" in accordance with the prophecy of the French explorer, La Salle.

FACTS ABOUT CHICAGO

CHICAGO is the third largest city of the world.

Financial center of the west.

Acclaimed to be the healthiest city in the world.

Distributing center of the United States.

Principal center of the meat packing industry.

World's greatest livestock, grain and lumber market.

First in the wholesale distribution of dry goods and general merchandise—annual dry goods distribution \$600,000,000.

First in the manufacture and distribution of furniture—6000 freight cars yearly haul away \$102,000,000 worth of furniture.

Printing center of America.

The inland export center of America—annual inland imports, \$32,755,419; exports, \$70,932,864.

First in the distribution of foodstuffs, machinery, jewelry, musical instruments, wearing apparel, automobiles and household articles.

Largest city in the greatest producing region in the world—the Mississippi Valley.

Convention city of America.

CHICAGO is the focus of the country's primary facilities for industrial development in raw materials, transportation, power, labor, factory sites, and markets.

Raw Materials—Unlimited coal, iron ore and copper supplies; world's greatest grain and lumber market; leading distributor of wool, hides and meats.

Transportation—World's greatest railroad center; greatest inland port; equitable shipping rates.

Power—Cheap coal; cheapest electricity; favorable fuel service and rates.

Labor—Central labor clearing house; a class of labor for every demand; efficient workmanship.

Factory Sites—Attractive industrial sites; excellent shipping facilities; best home environment.

Market—50,000,000 people with high buying power within twelve hours' ride.

CHICAGO has a population of 2,701,212.

An earning power of \$1,000,000,000 a year.

30,000 factories with an annual output of \$6,500,000,000.

A wholesale trade estimated at \$6,500,000,000.

192,000 visitors daily.

A public school system with 8,000 teachers, 305 schools, 350,000 pupils, twenty high schools, and a normal school.

Thirty libraries with 2,400,000 books.

The largest art school, the largest conservatory, and the largest number of institutions in the world, per capita, for higher education.

An area of 201 square miles.

Twenty-two miles of lake front within the city limits; 1400 miles of belt railways.

The largest postal business in the world.

Thirty daily publications, sixty-five weekly and monthly, and 500 trade journals.

The first skyscraper in America and the first aerial commercial express.

A hotel capacity of 100,000 daily.

Park area of 5,000 acres; fourteen large parks, 193 small parks and playgrounds, twelve bathing beaches.

\$5,000,000 recreation pier—unique and unequalled in its pastime offerings.

Chicago, because of its central location, great hotels and manifold amusements and interest, welcomes more convention visitors than any other city in America. It is the recognized convention city of the nation, holding as many as six hundred and seventy five conventions in one year with almost a million people in attendance. A whole-hearted hospitality, an enjoyable climate, and facilities for pleasure and convenience—these, aside from the city's commercial and industrial attractions—are the magnets that draw hundreds of thousands here annually on business or pleasure.

CHICAGO— THE FINANCIAL CENTER

FINANCIAL institutions are promoters of agriculture and industry; stabilizers of commerce and trade; stimulators of growth and enterprise. They are fountainheads of a community's progress, storehouses for a community's resource and thrift.

The financial organization—bank, bond house, trust company or other agency for the distribution of capital or credit—is necessary to the development of the natural resources of the community. The growth of the one is productive in the development of the other; their fortunes go hand in hand. The community richest in natural resources is richest in sound, enterprising financial houses.

Chicago, center of the mid-west which nature has most lavishly endowed, is in a large sense the Mississippi Valley Banker, and is rich in the number and strength of its financial houses. Concentration point for the commerce and industry of this territory, it guards, as a consequence, the working capital. Chicago has twenty-three national banks and ninety-seven state banks, with daily clearances in excess of \$100,000,000. The total clearances of these banks in 1919 was \$29,685,973,091; the amount of their savings deposits, \$288,620,422, and the amount of their total deposits, \$1,542,402,644.

La Salle street, here pictured, is Chicago's financial market. Here are some of the world's mightiest institutions of money and credit—institutions from whose doors pulsates the medium of barter and exchange which drives the wheels of commerce—institutions that vie for world supremacy with Wall street and Threadneedle street.

Here in steel encased vaults is gathered wealth beyond the imagination of a Croesus. Here on this street is a stock exchange rivalled in size and importance by only one other in America. Here is a robust clearing house organization founded in the last days of the Civil War.

Here also is the site of the new home of the Seventh Federal Reserve District. Indicative of the wealth of the territory which this new bank structure will serve, its vaults will be the most commodious of any banking organization anywhere. Work of building the new Federal Reserve Bank at the corner of Jackson boulevard already has begun. Distinctive of its kind, the new bank will follow the Italian Renaissance style of architecture. It will be of Bedford stone without and Italian marble within. The three banking floors will be Corinthian in design. Above will rise the shaft of the structure fourteen stories high. The building will have a frontage and depth of 165 feet and will cost \$6,500,000.



La Salle Street, where are gathered many of Chicago's largest financial organizations.



View of the Illinois Central Railroad Freight Yards



*Loading
Platform
of Marshall
Field & Company
Wholesale*

TRANSPORTATION SUPREMACY

TRAINS more frequent than one a minute; steamers more often than one an hour; the oldest commercial aerial express—all these serve to make travel to and from Chicago's portals as convenient and expeditious as by the famous Carpet of Bagdad.

Chicago is the railroad center of America. One-third of the railroad mileage of the world converges here, daily bringing into the city on 1,500 trains an average of 192,000 visitors, millions of dollars in commercial products, and affording an outlet for the city's vast manufactures. Belt line railroads with 1,400 miles of track interlink the city's industries and connect them with one hundred freight yards and thousands of shipping points outside. Sixty miles of freight subways honeycomb the loop streets.

Augmenting this, lake steamers ply in and out of the harbor bringing ore, grain, fruit and innumerable other products from the Great Lakes region.

Great as the city's transportation facilities are, greater are the plans for the future, contemplating correlation of land, water and air travel. The Illinois Legislature has passed a bill providing for a navigable channel between the present drainage canal and the Illinois river.

Chicagoans look forward to the day when the Lake-to-the-Gulf waterway and the widening of the canal to the St. Lawrence river will be a realization, bringing into easier contact the cities of the Mississippi and Ohio valleys, and the distant ports of other countries.

*The New
Pennsylvania R. R.
Freight Depot*



The Board of Trade—"The Floor" where trading is conducted

GRANARY OF THE NATION

A FLEET of prairie schooners rumbled over dusty trails into the midst of the little group of white dwellings at the mouth of the Chicago river that was Chicago in 1838. Under the lee of old Fort Dearborn—where the new Michigan avenue bridge now stands—the little caravan wheeled round and auctioned off its cargo, seventy-eight bushels of grain, to the welcoming villagers.

These hardy argonauts, and these seventy-eight bushels, brought from the west and sold, were the trail blazers of Chicago's globe-encircling grain commerce of today. Last year 250,000 carloads of grain were shipped into this same market.

The granary of the world lies in the middle-west. Chicago is its center, the greatest grain distributing market in America.

In and out of the Chicago market flows enough grain to ration the nation's population; enough to give every man, woman and child three loaves of bread each week, two-thirds of the total consumption. Four hundred million bushels are distributed yearly.

Sentinel-like, huge grain elevators stand along the city's railroads and waterfronts. Eighty of them, with a combined capacity of sixty million bushels, draw in the wheat, barley and corn from the far-flung fields. They conserve it, and as needed, they send it forth again—bread for the people of many lands.

The pivotal point round which this mighty commerce revolves is the Chicago board of trade. Here is where the enormous grain supplies, brought to the market for distribution, are sold. Prices in the board's tradings are as near the economic law of supply and demand as a great, free, open auction can place them. Oldest and best known of its kind, Chicagoans take pride in this institution. War's shocks failed to impair it when great exchanges throughout the country were shutting their doors. "The most economical agency in the world for the distribution of foodstuffs," the federal food administration has declared.

The unsurpassed production of its tributary lands; its unequalled transportation facilities; its central position in the pathway from producer to consumer—these make Chicago one of the world's most important markets of grain.



Lake
Transportation

One of the many grain elevators lining the
North Branch of the Chicago River

COMMERCE AND INDUSTRY (Continued)

THE MEAT INDUSTRY

Stacks towering into the air; fenced cattle pens, row on row—like miniature fields; huge buildings—slaughtering, rendering and refrigerating plants; underfoot a network of railroads converging from all points; men, animals, vehicles, everywhere, as far as the eye can reach—that is the stock yards.

Founded by the genius and farsightedness of such eminent Chicagoans as Philip D. Armour, Gustavus Swift, Nelson Morris and the Cudahys, Chicago's meat industry has grown to international importance.

Chicago supplies meat enough for one-sixth of the population of the United States. Within the yards and the packing district more live stock is concentrated than anywhere else in the world,—shipped in from the West to be sold, packed and consigned. Within its five hundred acres labor 75,000, who, with their families would constitute a city the size of New Orleans or Minneapolis. Transactions in the yards annually amount to billions. Sales exceed twenty million head.

The live stock and meat packing activities are owned by separate industries. The stock yards is a huge centralizing and selling point where animals gathered in 13,000 pens are sold "on the hoof." Packingtown, as it is called, is clustered about the yards. The packing industries make their purchases under the block.

No Chicago industry is more widely known than the packing industry. Its fame is based as much upon the sanitary methods employed as upon the utility of the industry and the quantity of food produced. There is practically no waste in Packingtown, such is the efficiency there. Salvagings from the preparation of beef, pork, mutton and prepared foods go into the making of some form of by-product. Glue, brushes, tallow and oil are among the more important of these.

As the Mississippi Valley has expanded into world importance, so have Chicago and its industries expanded.

Not many years ago Buffalo and the lake ports were the farthest outposts of trade and were considered the utmost in expansion. Now shipments find their way into the far corners of the earth.

CIVIC ORGANIZATIONS

The awakening of Chicago's civic consciousness dates with the birth of its civic organizations. During the first sixty years, Chicago, like Topsy, "jes' grewed." Then it paused, took stock of itself, and laid a basis for its future. It found itself like a small boy afflicted with growing pains, with its clothes uncomfortably tight. Leading citizens perceived the predicament, banded together and developed the cure. Three organizations, principally, have fostered Chicago's development.

The Commercial Club, dean of the three, was organized in 1877. Its one hundred members had the vision and foresight to see into the possibilities of the Chicago Beautiful Plan when it was in its nebulous state. With their time, money and ability they backed it and were chiefly responsible for the establishment of the Chicago Plan Commission.

The Commercial Club donated the sites of Fort Sheridan and the Great Lakes Naval Training Station to the government. Its achievements touch nearly every worthy phase of community life. Its members, leaders in the world of business, are pledged to work for the city, actuated by public spirited interest alone.

The Chicago Association of Commerce, a non-partisan organization of 7,000 business men, was banded together in 1903 for "the advancement of commerce, industry and the betterment of civic welfare." Its efforts have helped to make Chicago the convention city of America. It has boomed commerce, solved traffic problems, and instituted vocational guidance in the schools. It is a growing potential factor in Chicago's growth.

The Industrial Club, organized in 1905, is similar to the Commercial Club in many respects. Its members are elected; they are pledged to any service delegated to them. Unaided the Industrial Club eliminated the "loan shark" evil in Illinois. Successfully, for thirteen years, it has been bringing about modifications of the jury laws. It was instrumental in obtaining proper housing for important criminal juries and in placing trade counsellors abroad as adjuncts to our consulates.

CHICAGO'S MAIL POUCH

Eight times as much mail as is handled in the entire kingdom of Norway, is handled daily in the Chicago postoffice. The amount of letters and money put into the Chicago mail pouch annually, is unbelievably large. Two billion pieces of mail are handled. Receipts exceed \$38,000,000. The domestic money orders issued last year totalled more than \$265,000,000.

The Chicago postoffice has been a factor in, and a result of, the development of commerce and industry locally. Its expansion has been so rapid that during the building of the present postoffice the growing demands upon it rendered its accommodations inadequate. Plans are now being pressed to build a new postoffice near the new Union station, west of the Chicago river, in accordance with the Chicago Plan Commission's proposals. The new building will house only the mails, and will be in direct contact with the Northwestern and Union stations.

A benevolent phase of the many-sided problems attendant to collecting and distributing the mails has been the disposition of Santa Claus letters. For many years John M. Hubbard, assistant postmaster, now retired, has been the city's official Kris Kringle. Between 6,000 and 7,000 of these appeals have been received from children of the poor, and in every instance Chicago's bounty, through the efforts of Mr. Hubbard, has turned the hopes of the writers into happiness.



A view of the Stock Yards showing some of the cattle pens



Loading tractors at the International Harvester Company



An assembling plant in the Pullman Car Works

THE REAPER AND THE PULLMAN CAR

CHICAGO is the home of the reaper and the Pullman car. The one has revolutionized agricultural methods; the other, the history of travel.

The bright red and green of the reaper and the click of its sickles are familiar to every continent. In the fourscore years since Cyrus McCormick created the reaper in the quiet valley of the Shenandoah and brought it to Chicago for manufacture, it has become indispensable to man. It makes possible the food supply for the world's tremendous population. It is in wide use in every agricultural nation on earth. It has made possible the rapid development of the great farming country of the Mississippi Valley. The farm machinery and reaper industry, founded in 1847, has grown until to-day the largest of these manufacturies

makes an average of a reaper a minute and a mower every two minutes.

Imagine 250,000 moving beds and hundreds of dining and smoking cars, all parts of a great checker-board traveling hotel system accommodating 26,000,000 guests yearly, and you have a view of the Pullman car service. Travel has been made a pleasure with the evolution of the Pullman car, a lasting tribute to the genius of George M. Pullman. It has brought 50,000,000 people within one night's sleep of Chicago. It has helped acquaint Americans with America.

The growth of these two great Chicago industries is typical of the growth of many, for the Chicago district combines in abundance the six great essentials—raw materials, labor, transportation, market, and the availability of site and power.



A view of the docks of the Hines Lumber Company

LUMBER AND STEEL

BIG cedars shooting the rapids in Washington, spruce and pine drawn along the ice roads of the Northern woods, cypress and willow lazing through the slough of Louisiana bayous or rolling down red clay roads of North Carolina,—all point their way toward Chicago to be marketed. In lumber the Chicago market leads all others. Annually it purveys to the world two and one-quarter billion feet of lumber, valued at \$150,000,000. On hand in the city's lumber yards is an average supply of eight hundred million feet. One Chicago lumber yard alone covers forty acres of ground and has a mile of wharves.

Through the red glow of the steel mills the visitor approaching Chicago from the South, or by boat, catches his first glimpse of Chicago's industrial energy. These mills produce over twelve million tons of iron and steel annually, in steel rails, structural iron and countless other products. Illustrated at the right, giving suggestion of the immensity of this industry, is a busy, fiery scene in one of the largest mills. A huge traveling crucible is shown emptying liquid steel into towering ingot moulds. In

this industry the Chicago district is unsurpassed except for the great Pittsburgh district. It has Lake Superior ore on one hand and Pennsylvania coal on the other; refractories and fluxes are available by manufacture.

A chief determinant of the wealth of any city is the extent of the natural resources of the territory from which it draws sustenance. The region of which Chicago is the threshold has the three forms of natural wealth in well balanced abundance—mineral, animal and vegetable.

The Chicago market draws coal, petroleum, and live stock from the territory south of it, iron ore and fruit from the north, grain and farm products from the east and west, and distributes these for manufacture locally or sends them on to other manufacturing centers. Lumber, wool, hides, zinc, copper, lead and coal are other raw products exchanged on the Chicago market. No distributing center in the world gathers and dispatches such a quantity and variety of staple commodities as Chicago.



*Pouring
into ingot molds,
Inland Steel Company*



Marshall Field & Company's Wholesale House at Adams, Quincy, Franklin and Wells

MARSHALL FIELD & COMPANY

CLOSELY identified with the welfare and progress of Chicago and the nation stands the institution of Marshall Field & Company. Its founder, Marshall Field, came to Chicago in 1856 when "The Great Central Market" was little more than a trading post; he organized this business in 1865 when the city contained less than 200,000 inhabitants. Together the city and the institution have prospered; both suffered twice during disastrous fires; both emerged greater and more enterprising than before.

From the start the sympathies and ambitions of Marshall Field & Company have paralleled those of Chicago;—belief in the tremendous future development of the West; conviction that Chicago should become the Great Central Market; and determination to increase the city's reputation for fair trading and generous cordiality.

In 1876, following the Custer Massacre, began the opening of the Northwest, and with it came the opportunity for Chicago to develop into the distributing center for the nation. "Of all the men who were in business," said a historian of the period, "Marshall Field more than any other saw the possibilities in a business way of those vast prairie spaces that must within a few years be opened up to settlement." By offering pioneer merchants of this territory carefully considered advice and encouragement, Marshall Field won their confidence, trust and loyal patronage.

The wholesale business, begun to enable the institution to buy more advantageously at the sources of supply, quickly developed an enormous trade with retail merchants of the country. Periodically merchants hundreds of miles away would come to Chicago—whose fame as a great central market was just spreading—to view the largest open stocks of dry goods and general merchandise in the world, displayed in the

massive granite Wholesale House of Marshall Field & Company.

And the spirit of forging ahead which led to the development of an enormous patronage for the Wholesale business also characterized the development of the buying activities in the East and in Europe and Asia.

The Manchester office was the first of the foreign branches, established in 1876 primarily in order to be closer to the sources of woollens and linens. In 1881 the Paris office was established so that Marshall Field & Company might be in constant touch with the world's center of fashions. One by one offices have been added and the buying force abroad increased until to-day the name Marshall Field & Company is known in every great merchandise market of the world.

"To buy or manufacture at the lowest possible cost for high grade wares and sell at the minimum of profit," this was Marshall Field's most concise statement of his purpose. The founder and his associates worked with all their energy and resources to create an institution famed for its merchandise, its men and its service.

Their ideal of service in merchandise set a new standard in the practice of dry goods business, a standard to which this organization has rigidly adhered for many decades. By it is meant service in practical usefulness; durability and unusual wearing quality; service in beauty of design, colors and finish; service in satisfaction; service to the retail customer, based primarily upon public need, taste and desire. Service founded upon a belief in the responsibility of the merchant to his customers; upon a conviction, attained through experience, that the community's greatest confidence and patronage are given to the organization which provides merchandise of the highest quality.

The primary function of the wholesale distributors of this country is to make possible a more economic retail distribution. They do the shopping for the retail merchant, searching the world's markets for the goods his patrons desire. They carry his reserve stocks, thus eliminating one of the greatest expenses of retailing. By selling many lines at once they lower the operating and selling expense charged against merchandise which the retailer buys. They enable him to rely upon a single source of supply; make it possible for him to order what he needs conveniently, economically and with the maximum assurance of prompt delivery.

Marshall Field & Company have gone a step further; they have broadened their activities to include the maintenance of definite standards of quality in order to protect their customers. Whatever the source of the merchandise, if it is sold by Marshall Field & Company it must measure up to a certain definite high standard of quality.

To maintain the standard, to make each article the best obtainable at its price, the institution has found it necessary to supervise and minutely control processes of production, and so from time to time mills and factories have been acquired or built until Marshall Field & Company have become manufacturers on an immense scale.

It is an obligation of the wholesale distributor to keep his merchant customers in closest touch with the market. To this end Marshall Field & Company has established sales offices and sample rooms in New York, San Francisco, Spokane, Seattle, Portland, Los Angeles, Atlanta, Detroit, Nashville, Charlotte, Memphis, Birmingham, Cleveland, Denver, Salt Lake City and Milwaukee. Over 600 salesmen travel throughout the country carrying Marshall Field & Company merchandise.

MARSHALL FIELD & COMPANY (Continued)

THE RETAIL STORE

Marshall Field & Company's retail store has been a recognized factor in the advancement of standards of living in Chicago. In nearly every one of its 262 sections, it has directed the production of new merchandise or created new standards for existing articles which have added definitely to the comfort, economy and attractiveness of material life.

It is the most complete museum of our present day civilization. Its organization has sought in every corner of the world for articles of use and beauty. It comes into contact with nearly every form of industry and makes available the best products of the talent, genius and labor of every people. Unflaggingly it seeks to provide what the public desires, and to establish every convenience which makes selection from its displays easy and agreeable.

Its plan of organization has been used as a type by nearly every progressive retailer in this country and many abroad. Merchants of lesser experience look to it as an authority.

Remarkable completeness of the assortments is one of the attractive characteristics of the store. It is the policy to provide every practical or desirable variety from the finest made to the least expensive quality. To assemble so vast a quantity of merchandise as is sold through the store requires dealings with about 20,000 manufacturers, large and small, in this country, Europe and Asia. Numerous workrooms owned and operated by Marshall Field & Company contribute their share, including some of the finest articles in their class, while hundreds of large factories sell their entire output to the store. The vast resources of the wholesale house also contribute, especially in fabrics, staple lines of dry goods and importations. Most of the merchandise, from whatever source, is manufactured according to designs or specifications furnished by Marshall Field & Company. Practically every section

of the United States and every nation of Europe and Asia is adequately represented.

So well has the store lived up to its ideals and its purposes that today there is scarcely a home in this community that does not have some cherished article once purchased there; today there are many families who for four generations have been loyal patrons.

THE STORE FOR MEN

In 1914 the merchandise for men was moved into a separate building across Washington Street from the main building. Although a part of the retail organization, the Store for Men is distinctively masculine in character and has an atmosphere entirely masculine. One entire floor of the building is given over to the Men's Grill, which has become one of the popular dining places for business and professional men of the downtown district.

The Store for Men goes far in setting fashion's standard for Chicago. It offers complete assortments for all tastes from the frugal to the most fastidious.

FACTS ABOUT THE RETAIL STORE

The area of the retail premises is approximately 55 acres.

There are 54 miles of carpets laid in the store.

It is protected from fire by 33,000 sprinklers with 60 miles of pipe. Its fire department consists of 515 men.

The elevators travel approximately 1,000 miles a day, and carry more passengers than the Chicago Elevated Railways.

The number of employes in the retail store varies from 10,000 to 15,000 according to the demand of the different seasons.

The circulation of books and magazines from the retail employes' library is over 8,000 a month.

Through 68 window displays is shown representative merchandise from 196 sections; one can walk at least

a mile in passing the display windows in the large display cases.

The retail basement is the largest salesroom in the world, covering 187,444 square feet. The aisle is 600 feet long, equivalent to 1½ city blocks.

Daily deliveries are made over a district of 400 square miles, and average 30,000 packages a day.

The telephone exchange handles 36,000 calls a day.

THE ZION LACE INDUSTRIES

Among the first of Marshall Field & Company's enterprises in the field of manufacture was the Zion Lace Industries at Zion City, Illinois.

Lacemaking, as an art and an industry, had long been imbedded in old-world traditions. Lace machinery is so complex and so delicate in its manifold adjustments, and the technique of the lace worker is so difficult to acquire, that although many have undertaken lace manufacturing in America, only very few have succeeded.

In 1900, John Alexander Dowie, an Evangelist, founded Zion City near Chicago. From England he brought the entire working staff of a factory, including some of the most skillful lacemakers of Europe. They imported machinery and established a pioneer industry in America, introducing the manufacture of fine Valenciennes Laces.

The new industry struggled to establish a foothold on unfamiliar soil. At the end of seven years it succumbed to financial difficulties and was taken over by Marshall Field & Company. New machinery was imported and installed, more modern business methods applied, and the force of lacemakers of Zion City augmented by others who had served many years' apprenticeship in England and who brought with them the latest refinements of the art.

The making of laces has given Marshall Field & Company a remarkable opportunity to show ability in the field of manufacture. Lace is made by ponderous and



A view of Marshall Field & Company's Retail Store at Randolph, State, Washington and Wabash



Marshall Field & Company's Annex Building, Housing the Store for Men

highly complicated machinery, almost human in its temperamental sensitiveness. Should the operative absent himself from his post for even a few seconds, not only might the lace be spoiled by broken threads, but the great machine itself might suffer serious damage. By the saving of an import duty, and by the inclusiveness of its activities, Marshall Field & Company has been able to conduct its lace business more efficiently than hitherto had been possible. Abroad it is the custom for factories to specialize in some particular phase of the industry—winding reels, making the lace, bleaching the product, or finishing it. In the Zion Lace Industries all these processes are carried on under one roof and one management, which enables a more efficient procedure. In design and finish Zion Laces so closely resemble hand-made laces that they have done much to popularize machine-made laces in America.

MARSHALL FIELD & COMPANY'S INDUSTRIES IN VIRGINIA AND NORTH CAROLINA

On the border of Virginia and North Carolina, in the rolling foothills of the Blue Ridge mountains, are grouped many of Marshall Field & Company's large textile mills. On 4000 acres of land in Spray, Draper, Leaksville, North Carolina; and Fieldale, Virginia, the Company operates fourteen great textile mills, and produces blankets, outings, gingham, bedspreads, sheeting, knitted underwear, towels and damasks. The motive for beginning these enterprises in the South was to be near the source of supply of cotton, and to take advantage of the high character of labor procurable there. This part of the South has been inhabited by descendants of Scotch and English who settled there early in the history of this country. Many of these pure-blooded Americans were long ago drawn out of their seclusion into the textile mills, and others are entering each year to meet the need of the expanding industry. They are efficient and ambitious; and as advancement is speedily given the deserving, a very high character of service has resulted.

Nothing short of a visit to these four towns can give one a fair impression of the enormous size of the activities. In mile after mile there are acres of floor space packed solid between narrow aisles with massive breakers, slubbers, rovers, spinning frames and looms. There are hundreds of enormous Jacquard looms with their ponderous machinery extending high under the roof, and connected with the frame of the loom with innumerable pull-rods, each controlling a single strand of yarn. There are great bleacheries where mile after mile of textile passes through repeated washings, bleaching solutions, rinsings, singeing flames, and great mangling and ironing machines.

And in the installation and operation of every piece of these thousands of machines the institution has been guided by one controlling thought; to manufacture so efficiently and so carefully that the finished product will surely take the lead in its class for uniformity, quality, value. How well this ideal has been achieved is indicated by the reputation the names and trademarks of these textiles have made for themselves in every section of the country.

In Fieldale, Virginia, is the latest of these enterprises. Marshall Field & Company acquired the first at Spray in 1910. In 1919 a spot in the valley of the Smith river 2,000 acres in extent was selected as ideal for the further growth. Here was begun the building of an industrial city eventually to hold a population of 10,000. Roads and streets were opened, factories built, model cottages—which are rented to the mill workers—set up, and a church, school and a community welfare house erected.

Today the population numbers 1,000, three mills are operating and construction of others is going on. Here is the opportunity of the organization to expand its practice of efficient, conscientious manufacture unhindered. Here it has its own community. It builds homes for its workers and provides attractive healthful surroundings. There is not a family in Fieldale but takes pride in the community and dreams and works for the future growth and influence of the village and its industry.

FACTS CONCERNING MARSHALL FIELD & COMPANY'S INDUSTRIES IN VIRGINIA AND NORTH CAROLINA

Area of land owned for these industries—3,856 acres.

Floor space of buildings—1,645,870 square feet or 37½ acres.

Number of employees—about 4,000.

Houses owned and leased to employees—970.

Cottons used in one year—20,000,000 pounds American; 5,000,000 foreign.

Number of spindles—138,360.

Number of looms—3,304.

Total yarns spun in one year is approximately 125,000,000 miles or over 5,000 times around the earth.

Enough gingham was produced in 1919 to supply one house dress to each of 1,738,012 women.

The blankets produced during 1919 if stretched end to end would reach from New York to Honolulu.



Broadway at 24th Street, Marshall Field & Company's New York Salesrooms

OUTLINE OF THE MANUFACTURING ACTIVITIES OF MARSHALL FIELD & COMPANY

SPRAY—NORTH CAROLINA

FIELD QUALITY MILL No. 1 (*Nantucket Mill*)

Peerless Staple Gingham; Valmore Dress Gingham; Utopia Dress Gingham; Imperial Fancy Outing Flannels.

FIELD QUALITY MILL No. 2 (*American Finishing Mill*)

Finishing of all Cotton Blankets woven in the mills at Spray and Draper, North Carolina; finishing of all Gingham and Flannels woven in Field Quality Mills Nos. 1 and 3.

FIELD QUALITY MILL No. 3 (*Lily Mill*)

M. F. C. Dress Gingham; Clairloch Fine Zephyr Gingham; Red Cross Standard Stripe Gingham.

FIELD QUALITY MILL No. 4 (*Spray Woollen Mill*)

Wearwell Woollen Blankets.

FIELD QUALITY MILL No. 5 (*Rhode Island Mill*)

Wearwell Cotton Blankets, Staple Finish.

FIELD QUALITY MILL No. 8 (*Spray Bleachery*)

Bleaching and Finishing of Wearwell Sheetings, Pillow Casings and Tubing; Ideal Sheetings, Pillow Casings and Tubing; Dorcas Dimity Bedspreads. Converting of Muslins, Cambrics, Nainsooks, Sheetings, Long Cloths and Pillow Casings. Manufacturing of Wearwell Sheets and Pillow Cases.

LEAKSVILLE—NORTH CAROLINA

FIELD QUALITY MILL No. 7 (*Wearwell Bedspread Mill*)

Wearwell Bedspreads.

KNITTED UNDERWEAR SPINNING MILL

Spinning of Yarns for Knitted Underwear.

KNITTED UNDERWEAR MILL

Knitted Underwear; Land of Nod Sleepers.

DRAPER—NORTH CAROLINA

FIELD QUALITY MILL No. 6 (*Wearwell Blanket Mill*)

Wearwell Blankets, Wool Finish.

FIELD QUALITY MILL No. 10 (*Wearwell Sheetting Mill*)

Wearwell Sheetings, Pillow Casings and Tubing; Ideal Sheetings, Pillow Casings and Tubing; Dorcas Dimity Bedspreads.

FIELD DALE—VIRGINIA

FIELD DALE MILLS

Softspun Huck and Terry Towels; Fine Cotton Table Damask and Napkins.

ROANOKE—VIRGINIA

ROANOKE MILL

Finishing of Puritan Undermuslins and Knitted Underwear.

PHILADELPHIA—PENNSYLVANIA

HOME-CREST MILLS

Home-Crest Floor Coverings; Pile Fabrics.

NEW YORK CITY

PURITAN MILL

Puritan Undermuslins.

UNION HILL—NEW JERSEY

Silks Beau Monde.

MONTICELLO—INDIANA

TIPPECANOE MILL

Kloster Crochet and Embroidery Cottons; Sunlight Yarns.

MANILA—PHILIPPINE ISLANDS

Bonita Hand Embroidered Waists, Undergarments and Infants' Wear.

CHICAGO—ILLINOIS

FIELD QUALITY MILL No. 403

Women's Neckwear.

FIELD QUALITY MILL No. 408

Window Shades.

FIELD QUALITY MILL No. 410

Sheets and Pillow Cases.

FIELD QUALITY MILL No. 414

Priscilla Wash Dresses.

FIELD QUALITY MILL No. 435

Field Quality Burlap and Cotton Bags.

FIELD QUALITY MILL No. 456

Cotton and Wool Batting.

FIELD QUALITY MILL No. 457

Wearwell Comforters, Pillows, Cushions, Mattresses and Box Springs.

FIELD QUALITY LABORATORIES

Blue Rose Toilet Preparations; Lanchere Toilet Preparations; Conway Laboratory Specialties.

ZION CITY—ILLINOIS

FIELD QUALITY MILL No. 431 (*Zion Lace Industries*)

Zion Laces.

FIELD QUALITY MILL No. 433

Zion Lace Curtains.

FIELD QUALITY MILL No. 446

De Luxe Handkerchiefs.

ST. GALL—SWITZERLAND

Alpine and Mountain Home Embroidered Handkerchiefs.

Supplementing the manufacturing activities outlined above are the extensive converting operations of the Company. These comprise the contracting with other mills for various lines of textiles built to our exact specifications and delivered to us "in the gray," or unfinished state; the finishing, in accord-

ance with our own standards and the requirements of our trade; and the creation and execution of the designs applied to all such merchandise. The complete manufacturing of numerous other lines, also from our designs and specifications, is under our direction.



Nottingham, England



Belfast, Ireland



London, England



Paris, France



Lyons, France

MARSHALL FIELD & COMPANY ABROAD

THE foreign organization of Marshall Field & Company reaches out to every part of the world for supplies. Buying offices with receiving, shipping and accounting facilities, resident buyers and office accommodations for traveling buyers from Chicago, are maintained in many of the important market centers of Europe and the Orient. Through the branch offices and resident buyers, the foreign organization keeps in close touch with the world's markets, centers of fashion and sources of merchandise and raw materials. By means of this organization, important trade agreements have been established with manufacturers in the great producing centers of the world. Direct manufacturing connections today produce rugs for Marshall Field & Company in China, gloves in France, watches in Switzerland, handkerchiefs in Ireland and many other lines in countries best suited to their manufacture.

Scores of buyers of Marshall Field & Company go abroad to seek merchandise; and every week throughout the year shipments arrive from Europe or Asia for the wholesale or retail organization.

Marshall Field & Company's buyers travel to India, Persia, Turkey, China, Japan, Korea, Bulgaria, England, Scotland, Ireland, Canada, Philippine Islands, Switzerland, France, Italy, Porto Rico, Spain, Sweden, Belgium, Holland.

THE FOREIGN OFFICES:

LONDON, 133-135 Regent Street.

NOTTINGHAM, 20 A, Fletcher Gate.

BELFAST, 2 Wellington Place.

PARIS, 22-24 Rue St. Georges.

CALAIS, 4 Rue Auber.

LYONS, 15 Rue D'Alsace-Lorraine.

ST. GALL, 36 Oberer Graben.

HONG KONG, 2 Pedder Street.

YOKOHAMA, 74 Main Street.

KOBE, Hachiman Dori, Ono.

MANILA, 72 Gastambide.



Hong Kong, China



Calais, France



Yokohama, Japan



Manila, P. I.

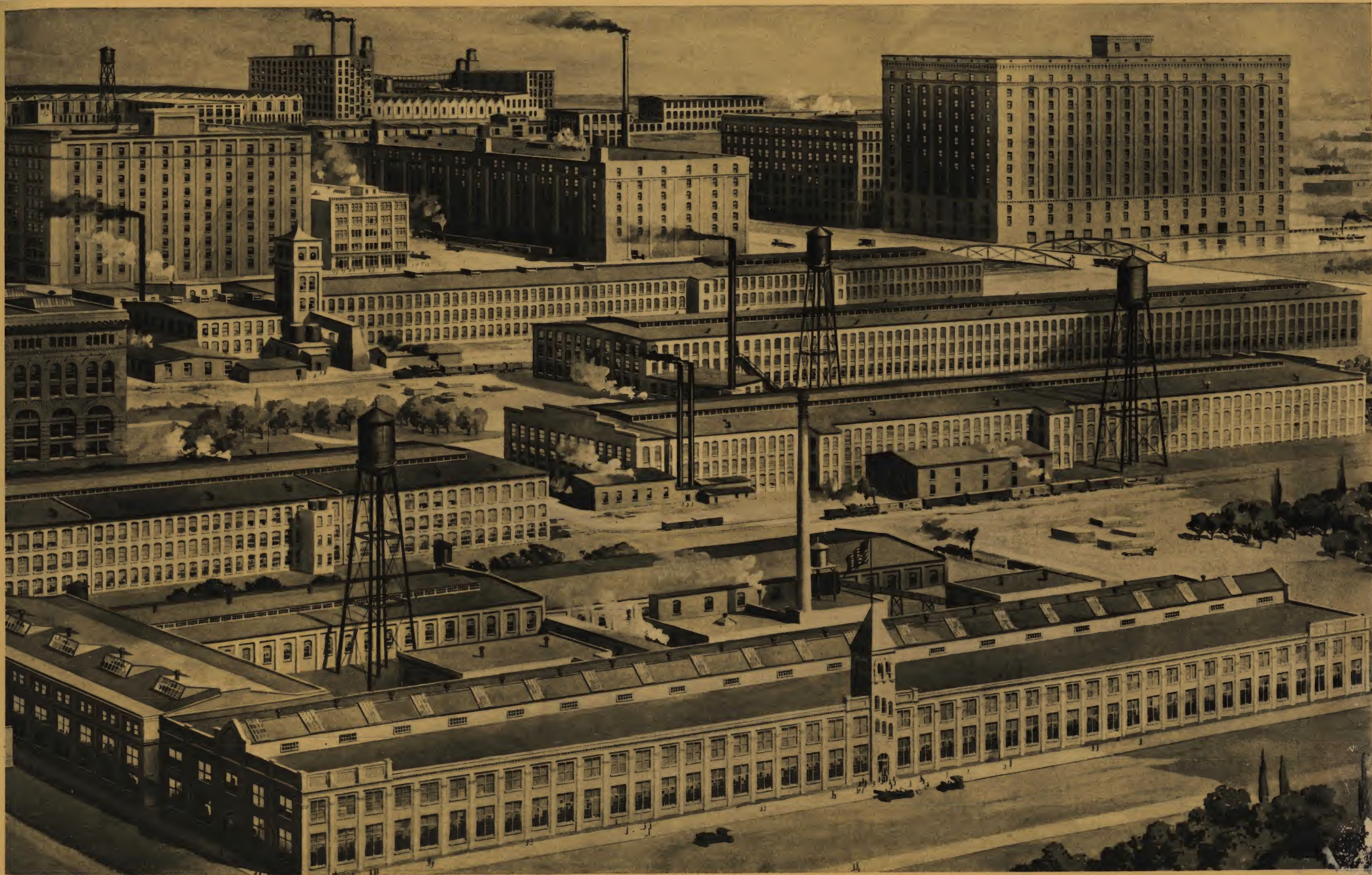


Kobe, Japan



St. Gall, Switzerland





by Marshall Field & Company, with the wholesale house in the center

THE MARSHALL FIELD & COMPANY IDEA

To do the right thing at the right time, in the right way; to do some things better than they were ever done before; to eliminate errors; to know both sides of the question; to be courteous; to be an example; to work for love of the work; to anticipate requirements; to develop resources; to recognize no impediments; to master circumstances; to act from reason rather than rule; to be satisfied with nothing short of perfection.

